

# **STATEMENT OF POLICY REGARDING CUSTOMER PROPRIETARY NETWORK INFORMATION**

In accordance with Section 222 of the Communications Act and the Federal Communications Commission's ("FCC") CPNI Rules (47 C.F.R. Section 64.2001, et seq.), Connect First, Inc. ("Connect First") files this Statement of Policy outlining the Company's procedures for accessing, using and storing Customer Proprietary Network Information ("CPNI").

Connect First provides telecommunications services to retail customers. Because Connect First may access, use, or store CPNI when providing these types of services, the Company undertakes the steps outlined in this Statement of Policy to protect CPNI from unauthorized access or misuse.

## **Definition of CPNI**

Under federal law, CPNI is certain customer information obtained by a telecommunications provider during the course of providing telecommunications services (including interconnected VoIP) to a customer. This includes information relating to the quantity, technical configuration, type, destination, location, and amount of use of a telecommunications service subscribed to by any customer of a telecommunications carrier.

Examples of CPNI include information typically available from telephone-related details on a monthly bill such as the types of services purchased by a customer, numbers called, duration of calls, directory assistance charges, and calling patterns. CPNI does not include names, addresses, and telephone numbers, because that information is considered subscriber list information under applicable law.

## **Use of CPNI**

It is the policy of Connect First not to use CPNI for any activity other than as permitted by applicable law. Any disclosure of CPNI to other parties (such as affiliates, vendors and agents) occurs only if it is necessary to conduct a legitimate business activity related to the services already provided by Connect First to the customer. Except in instances where Connect First is required by law to disclose CPNI, such as through subpoenas or other requests by law enforcement officials, or if the intended use is permitted by FCC Rules, Connect First will first obtain the customer's consent prior to using or sharing CPNI.

## **Disclosure of CPNI**

Connect First prohibits the release of CPNI based upon a customer-initiated telephone call except under the following three (3) circumstances.

- When the customer has pre-established a password;
- When the information requested by the customer is to be sent to the customer's address of record; or
- When Connect First calls the customer's telephone number of record and discusses the information with the party initially identified by customer when service was initiated.

## **Online Access to CPNI**

If Connect First grants online access to CPNI, the Company authenticates a customer without the use of readily available biographical or account information prior to allowing the customer online access to CPNI stored online. Once authenticated, the customer may only obtain online access to CPNI through a password that is not prompted by

the carrier asking for readily available biographical or account information.

## **Password Authentication Procedures**

To establish a password, Connect First authenticates the identity of the customer without the use of readily available biographical or account information. The Company may create a back-up customer identification method in the event a customer misplaces or forgets a password, but such alternative customer authentication will not depend on readily available biographical or account information. If a customer cannot provide the correct password or the correct response for the back-up customer authentication method, the customer must establish a new password.

## **Account Change Notification**

Connect First notifies customers immediately of any account changes, including address of record, authentication, online account and password related changes.

## **Disclosure to Business Customers**

Connect First may negotiate alternative authentication procedures for services that the Company provides to business customers that have a dedicated account representative and a contract that specifically addresses the protection of CPNI.

## **Employee Training Policies and Disciplinary Procedures**

All employees of Connect First are trained as to when they are, and are not, authorized to use CPNI. Through this training, Connect First has informed its employees and agents that it considers compliance with the Communications Act and FCC Rules regarding the use, disclosure, and access to CPNI to be very important.

Violation by company employees or agents of such CPNI requirements will lead to disciplinary action (including remedial training, reprimands, unfavorable performance reviews, probation, and termination), depending upon the circumstances of the violation (including the severity of the violation, whether the violation was a first time or repeat violation, whether appropriate guidance was sought or received from a supervisor, and the extent to which the violation was or was not deliberate or malicious).

## **Use of CPNI in Sales and Marketing Campaigns**

If Connect First uses CPNI in marketing campaigns, the company will maintain a record of all sales and marketing campaigns that use the CPNI. The record will include a description of each campaign, the specific CPNI that was used in the campaign, and what products and services were offered as part of the campaign.

Connect First will also implement a system to obtain prior approval and informed consent from its customers in accordance with the CPNI Rules. This system will allow for the status of a customer's CPNI approval to be clearly established prior to the use of CPNI.

Prior to commencement of a sales or marketing campaign that utilizes CPNI, Connect First will establish the status of a customer's CPNI approval. The following sets forth the procedure that will be followed by the Company:

- Prior to any solicitation for customer approval, Connect First will notify customers of their right to restrict the use of, disclosure of, and access to their CPNI.
- Connect First will use opt-in approval for any instance in which Company must obtain customer approval prior to using, disclosing or permitting access to CPNI.

- A customer's approval or disapproval remains in effect until the customer revokes or limits such approval or disapproval.
- Records of approvals are maintained for at least one year.
- Connect First provides individual notice to customers when soliciting approval to use, disclose or permit access to CPNI.
- The CPNI notices sent by Connect First comply with FCC Rule 64.2008(c).

Connect First will also establish a supervisory review process regarding compliance with the CPNI rules for outbound marketing situations and will maintain compliance records for at least one (1) year.

## **FCC Notification**

The Company is prepared to provide written notice within five (5) business days to the FCC of any instance where the opt-in mechanisms do not work properly or to such a degree that consumers' inability to opt-in is more than an anomaly.

## **Third Party Use of CPNI**

To safeguard CPNI, prior to allowing joint venturers or independent contractors access to customers' individually identifiable CPNI, Connect First will require all such third parties to enter into a confidentiality agreement that ensures compliance with this Statement of Policy. Connect First shall also obtain opt-in consent from a customer prior to disclosing the information to such third parties for marketing purposes. In addition, Connect First requires all outside agents to acknowledge and certify that they may only use CPNI for the purpose for which that information has been provided.

Connect First requires express written authorization from the customer prior to dispensing CPNI to new carriers, except as otherwise required by law.

Connect First does not market or sell CPNI information to any third party.

## **Law Enforcement Notification of Unauthorized Disclosure**

If an unauthorized disclosure of CPNI occurs, Connect First shall provide notification of the breach within seven (7) days to the United States Secret Service ("USSS") and the Federal Bureau of Investigation ("FBI").

Connect First shall wait an additional seven (7) days from its government notice prior to notifying the affected customers of the breach.

Notwithstanding the above, Connect First shall not wait the additional seven (7) days to notify its customers if the Company determines there is an immediate risk of irreparable harm to the customers.

Connect First shall maintain records of discovered breaches for a period of at least two (2) years.

## **Customer Complaints**

Connect First has not received any customer complaints in the past year concerning the unauthorized release of or access to CPNI.

## **Contact Information**

Individuals or entities that have questions about this CPNI Certification or the use of CPNI by Connect First may contact the company's legal counsel, The *CommLaw* Group at (703) 714-1300.

### **Actions taken against Pretexters**

Connect First has not taken any actions against data brokers before state commissions, state or federal courts, or the FCC in the past year. Connect First has no information, other than information that has been publicly reported, regarding the processes that pretexters are using to attempt to access CPNI.

### **Annual CPNI Certification**

Pursuant to FCC regulations, 47 C.F.R. § 64.20089(e), Connect First will annually submit to the FCC, prior to March 1st, a CPNI Certification of Compliance and accompanying Statement regarding the company's CPNI policies and operating procedures. These documents certify that Connect First complied with federal laws and FCC regulations regarding the protection of CPNI throughout the prior calendar year.

**Connect First, Inc.**

**Annual CPNI Certification  
47 C.F.R. § 64.2009(e)  
EB Docket No. 06-36**

COMPANY NAME: Connect First, Inc.

REPORTING PERIOD: January 1, 2012 - December 31, 2012

FILER ID: 829674

OFFICER: Geoffrey Mina

TITLE: CEO

I, Geoffrey Mina, hereby certify that I am an officer of Connect First, Inc. ("Connect First") and that I am authorized to make this certification on behalf of Connect First. I have personal knowledge that Connect First has established operating procedures that are adequate to ensure compliance with the Federal Communications Commission's rules governing Customer Proprietary Network Information ("CPNI"), to the extent that such rules apply to Connect First or to any of the information obtained by Connect First. See 47 C.F.R. § 64.2001 et seq.

Attached to this certification is an accompanying statement explaining the procedures Connect First employs to ensure that it complies with the requirements set forth in 47 C.F.R. § 64.2001 et seq. of the Commission's rules, to the extent that such requirements apply to Connect First or to the information obtained by Connect First.

Signed: \_\_\_\_\_

On behalf of Connect First, Inc.

Date: 4/10/2013